

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

September 12, 2013

5:00 PM

**Mansfield Town Hall
Conference Room B**

MINUTES

Present: Mona Friedland, Paul McCarthy

Staff: Cynthia van Zelm

1. Call to Order

The meeting began at 5 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from July 11, 2013

There was no quorum to approve the minutes.

4. Update on Tenanting and Ideas for future Tenants

Cynthia van Zelm said oneTribe clothing store is now open.

Mona Friedland said she likes the idea of an artist mall.

Ms. van Zelm said she will follow-up with Committee member Girish Punj on the best use of the NAICS data that he suggested would be useful for the further tenanting of Storrs Center.

5. Storrs Center Business Welcome Letter

The group discussed the goal for the welcome letter. If a meeting was held, what would be a good time? Morning? After work?

Ms. Friedland said it might be useful to introduce the Committee to Storrs Center businesses and Committee members could follow-up with businesses to ascertain if and when they might want to meet. What issues are businesses most interested in addressing?

6. Marketing of Storrs Center Businesses

Paul McCarthy said that UConn Athletics is working with UConn Transportation Services, and UConn Police to improve the customer experience at games vis a vis the difficulty of getting to and from the UConn campus efficiently. One idea is to provide a shuttle service from the downtown to Gampel Pavilion which would provide

customers to the downtown and alleviate some of the build-up of car traffic. Ms. van Zelm will follow-up with UConn Transportation Services.

Mr. McCarthy and Ms. Friedland offered to distribute some of the Grand Opening Hartford Courant inserts to UConn Athletics and to key locations within the region.

7. Adjourn

The meeting adjourned at 5:50 pm.